PLAYER'S NAVY CUT
RECOMMENDED SCREENER QUESTIONS
FOR YOUNG MALE TARGET
5/20/92

Q1. **Think about some of the hottest music today, what are some of the bands you most frequently listen to? (We suggest probing unaided awareness, with a mention of 7 out of 14 bands to qualify)**

Beastie Boys
Black Sheep
Concrete Blonde
Curve
Dinosaur Jr.
Nitzer Ebb
Pearl Jam
Pixies
Public Enemy
Red Hot Chili Peppers
Ride
The Shamen
Sound Garden
Teenage Fan Club

Q2. **What programs do you watch on MTV? (Again, we recommend probing unaided, with a mention of at least one program to qualify.)**

Yo! MTV Raps
120 Minutes
Liquid Television
Ren & Stimpy

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Source: https://www.industrydocuments.ucsf.edu/docs/skdy0004